



***** MEDIA ALERT *****

**NEARLY 1,900 DOWNTOWN L.A. COSTUMED RESIDENTS EXPECTED
AT ANNUAL HALLOWEEN EVENT HOSTED BY
DOWNTOWN CENTER BUSINESS IMPROVEMENT DISTRICT (DCBID)
AND THE FASHION INSTITUTE OF DESIGN AND MERCHANDISING (FIDM)**

WHAT: The 8th **Annual Halloween Party for Downtown L.A. Kids** is back for Downtown's growing community of families and children. A counterpoint to West Hollywood, Downtown LA will play host to hundreds of kids and their families decked out in full costume. This social, community event gives Downtown families an opportunity to have a fun Halloween party right in their own backyard.

WHO: **Downtown LA Residents**
Hosted by the **DCBID** and **FIDM**

VISUALS: Children dressed as ghosts, goblins, princesses, pirates, witches or favorite animal or cartoons; trick-or-treating and knocking on giant, simulated front doors; plus a variety of festive, family-friendly activities.
Your audience will find it interesting to see the counterbalance of family oriented festivities in Downtown showcased amidst the festivities of West Hollywood, as it exhibits the diversity of Halloween in LA.

WHEN: Saturday, October 31st, 2015 5:00-8:00pm

WHERE: Grand Hope Park at FIDM
919 S. Grand Avenue, Los Angeles, CA 90015
Party entrance at Southeast Corner of South Hope Street and West 9th Street

COST: \$5 admission in advance, \$8 at the door, free for children 2 and younger
Advanced purchase is recommended, as this event sells out!

For more information and to purchase tickets, visit: DowntownLA.com/Halloween

CONTACT: Natalie Weiner / John Halloran
Macy + Associates for DCBID
P. 310.821.5300 x236/x231

ABOUT THE DOWNTOWN CENTER BUSINESS IMPROVEMENT DISTRICT (DCBID)

The Downtown Center Business Improvement District (DCBID) has been the catalyst in Downtown Los Angeles' transformation into a vibrant 24/7 neighborhood. A coalition of nearly 1,700 property owners in the central business district, the DCBID members are united in their commitment to enhance the quality of life in Downtown Los Angeles. Bounded by the Harbor Freeway to the west, First Street to the north, Main and Hill streets to the east, and Olympic Boulevard to the south, the organization helps the 65-block central business district achieve its full potential as a great place to live, work, and play. For more than 16 years, the DCBID's programs and initiatives have been the driving force behind the Downtown Los Angeles Renaissance. Now universally recognized as one of the nation's most dynamic urban centers, downtown Los Angeles was recently heralded as 'The Next Great American City' by GQ Magazine and listed as number 5 in The New York Times' '52 Places to Go in 2014'.